

# **Abstract**

**Name of thesis:** Marketing communication of FK Dukla Praha Women

**Aim:** The aim of the thesis is to based on analyzing concurrently the marketing communication of the club and the results of the carried out research, present suggestions for the improvement of the marketing communication of FK Dukla Praha Women towards the parents of potential future players.

**Methods:** For the collection of data the methods of quantitative research and analysis of internal documents were used.

**Results:** It was discovered that the parents of players at the time of inscription into the club used the majority of the club's instruments of marketing communication. The thesis includes in addition suggestions for further specific instruments, which the club can use to expand its member base.

**Key words:** football club, communication mix, parents, member recruitment